

Public Health England - Campaign Calendar 2014-2015

		Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sept 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Starting Well	start4life									Start new integrated CRM programme			
	RISE ABOVE						RISE ABOVE Launch	RISE ABOVE	RISE ABOVE	RISE ABOVE	RISE ABOVE	RISE ABOVE	RISE ABOVE
	change4life				10 minute shake up The change 4 life with Smart	Physical Activity					smart swaps Healthy Eating		
Living Well						Flu immunisation Mental Health Pilot	Stoptober			SMOKEFREE Dry January Pilot		No Smoking Day	
Ageing Well			Dementia Friend Dementia Launch	BE CLEAR ON CANCER Skin Cancer Pilot		ACT F.A.S.T. Stroke		BE CLEAR ON CANCER Blood in pee / bladder	Dementia Friend Dementia		BE CLEAR ON CANCER tbc	BE CLEAR ON CANCER tbc	
Always on	School Engagement						School programme launch			Schools engagement programme			
	Digital on demand			Walk Smart App Release			Launch of Ecrm activity on eg, alcohol			Resolution booster			
	Local Authority activities						Local Authority support, engagement and activity						
	Partnerships			Partnership programmes - cascading messages to customers and employees on healthy eating, physical activity, dementia, signs and symptoms of cancer and smoking									